

THE L-P LAND Co.
 Would Like to Show You These
UNIMPROVED LANDS

20 Acres finest quality apple land, watered, splendidly situated in large orchard district, large quantity of timber on place, railroad near, county road; a very desirable place at \$175 per acre

Another, similarly situated, 21 acres oak, fir and pine timber, easy clearing—more than paid for by the wood, water; makes a fine chance at \$150 per acre

Detailed information on 350 different tracts of land in the valley on hand—any and every size and kind. **See us and save your money.**

H. M. PRINDLE H. B. LANGILLE
 Tel. 259 12 Smith Block Hood River, Ore.

**TO IMPROVE YOUR SERVICE
 CALL BY NUMBER**

HOME TELEPHONE COMPANY

J. F. REYNOLDS
Plumbing and Tinning
 We install Heating Plants of all kinds
 Hood River Heights

S. E. BARTMESS
Funeral Director and Practical Embalmer
 ESTABLISHED 15 YEARS
 HOOD RIVER, OREGON

Well Drilling — Quick Successful Satisfactory
 DONE WITH A
STAR WELL DRILLING OUTFIT
 FOR PARTICULARS ADDRESS
APPLE LAND & ORCHARD COMPANY
 HOOD RIVER, OREGON

**For Lime, Cement and
 House Plaster**
 See
STRANAHAN & CLARK

We Make a Specialty of
CLEANING, DYEING
 and Remodeling Everything in the
 Clothing Line for Ladies and Gentlemen
 including Hats, Caps, Gloves, etc.
GRAYS TAILOR SHOP
 ELIOT BLOCK PHONE 342-L HOOD RIVER

**GET YOUR MILK
 FROM**

The Payson Dairy Supply Co.
MOUNTAIN GLEN FARM
 Pure, Wholesome, Healthful, from Cows and Stables
 that are **SANITARY.**



Little Boy Blue, come blow your horn;
 If you don't it won't be blown.
 The people won't flock
 To buy your stock
 If you never make it known.

So, Little Boy Blue, come blow your horn;
 It's the proper business caper,
 And the very best way
 To make it pay
 Is to blow it through this paper.

**HOOD RIVER APPLES
 GET MOST PUBLICITY**

"Wenatchee apples are not so well known in the east as the Hood River fruit," declares P. J. Freany in the Wenatchee Republic. "In Indianapolis and throughout Indiana, for instance, the product of the Oregon region is given systematic publicity. The Hoosiers are educated to believe it is the very best fruit of its kind, and, accordingly, they are prepared to pay the highest price for it. As a consequence, wholesalers and distributors are anxious to handle it and are willing to offer the top figure for it to growers.

"Wenatchee apples, while just as good, are not exploited so generally as those of Oregon. If the fruit of this valley were advertised constantly and systematically in the eastern newspapers and trade journals, consumers would demand it as they now do the Hood River product, and the local apples would bring more satisfactory returns.

"I know Wenatchee apples will always find a ready market at fair prices. Their quality is known to the wholesale trade, and it is anxious to handle them, but, because of lack of publicity, they are not in as strong demand among the consuming public as they should be. They will not retail at the highest quotation, and as a result distributors cannot give for them the best price to growers.

"Publicity costs money. Merchants cannot be expected to defray its entire expense. Growers and persons interested in land ventures should donate their full share to the cause. To make the work systematic, some sort of plan should be arranged, whereby the subscribers to the advertisement campaign would make their contributions regularly, say every month.

"Hood River carries display space in the daily and Sunday editions of eastern newspapers and in the more prominent trade journals; and these advertisements bring results. They create a wide market for her fruit; and to supply the trade distributors must have her apples, almost irrespective of price."

DIED
Mrs. H. R. Geary
 Mrs. H. R. Geary died at the home of her daughter in this city Wednesday, May 11th. The funeral was held Friday afternoon at Bartmess chapel services being conducted by Rev. J. G. Tate. Burial was in Idlewild cemetery.

Mrs. Geary's name was Achsah Brown and the following tribute to her life is contributed by a friend:
 Achsah Brown was born January 28, 1845, in Syracuse, N. Y., and married to H. R. Geary July 3, 1864. In the year 1867 she, with her husband and one child moved to Plau-

Ship Your Strawberries

WITH THE

**DAVIDSON
 FRUIT
 COMPANY**

and get the benefit of SEVENTEEN YEARS SUCCESSFUL EXPERIENCE in handling this delicate fruit. Our careful attention and experience shows in the promptness and amount of the returns.

SHIPPING WAREHOUSE
 Foot of Third Street Phone No. 65

view, Minn., in which place they lived until 1894 when the family moved to St. Paul, where they lived until 1907, when they came to Hood River, where her husband died September 28, 1909.

The surviving members of her family are George H. and Arthur B. of St. Paul, James E. of Pine River, Minn., and Susan A. of Hood River, Oregon.

On Wednesday evening, May 4, 1910 at 7 o'clock the silent messenger came and summoned her gentle, lov-

ing spirit home.

For more than three years the fatal disease had slowly but surely been sapping the life of this patient sufferer. Her friends all knew, and she also realized the fact, that it was only a question of brief time when she must succumb to its direful ravages. But during those long years of anxiety and suffering not a word of complaint did she utter. Not a sign of fear did she manifest, but silently, uncomplainingly she bore the cross which Providence had given

her to bear and with true Christian grace and fortitude performed as best she could the duties of each passing hour. Always a loving wife, a kind and affectionate mother, a generous and obliging neighbor, she was more solicitous about the welfare of others than of herself.

She is at rest now, her troubles and sorrows are over. She has gone to a brighter and better world than this and we cannot nor would not do otherwise than say, "The Lord's will be done." A FRIEND.

New Spring Goods

A goodly portion of our new spring goods that we bought early have arrived and the styles, patterns and general appearance seem much more striking than any previous season. In fear of the fact that everything in the Wool, Cotton, Linen, Silk and Leather lines have been climbing skyward we have been fortunate in getting together a nice lot of goods at prices that are exceedingly low and it will be wise to make your purchases early.

New Shoes
 Styles run very much to pumps; then we have a nice lot just received in Oxfords and regular light shoes, as well as pumps in patent, tan, black suede, ooze calf and kid.

These shoes are from shoemakers who have a reputation for making good goods and up-to-date styles.

Galitees, Cheviots
 Galitees are going to be popular—it makes good, substantial garments for all the family and their standard quality is especially emphasized.

Cheviots for Men's Shirts, Ladies' Shirt Waists and Aprons; waists and aprons for the children—there are no better goods.

Linons
 We are offering Table Linons, 72 inches wide in pure linen, patterns polka dot and roses, poppy and clover leaf, at \$1.25 and \$1.65. These are exceptional values. Napkins to match at \$3.25 and \$3.50 per doz. Don't neglect this sale until they are all gone.

Hosiery
 Guaranteed. Our line of Black Cat Hosiery is the best values on the market and every pair is guaranteed to give satisfaction or replaced with a new pair and no questions asked. This is pretty strong argument, but the style, beauty and values are in them and you take no risk in buying this line.

**Black Cat
 Hosiery**

New Embroideries
 An exceptionally pretty lot of embroidery edges, insertions, corset covers, flounces, beedings and allovers in Swiss, Nainsook and Muslin, and we are making special prices on these lines for a short time. The variety is too large to give range of prices from 5c up.

Gloves
 We are offering special values in men's work gloves; hog-skin gloves for ruff, hard service at 65c. Saranack buck, soft work glove, for \$1. Several styles gauntlet gloves for \$1.25 to \$2.

Corsets
 American Beauty. Style, ease and comfort are the first requirements of a corset. The American Beauty corset is built to meet these requirements and are guaranteed to meet all demands. Get one and if not satisfactory return it. Prices from \$1.25 to \$3.50

New Gingham and Percales
 We have a nice lot of gingham for dresses, pattern colorings are clear and pretty. While this line lasts at 10c to 12 1/2c. Apron Gingham 8c to 10c. Imported French and silks 20c to 25c. Percales in blue and white, white ground with polka dot and figures. Prices from 8c to 16c

We Make Special Efforts to Serve Our Patrons Well and Give the Best Values and Service Possible

BRAGG MERCANTILE COMPANY